

**The Clorox Company**  
Government Affairs  
**FAX Cover Sheet**

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To: Mr. Michael Leason Integrated Waste Management Board	From: Robin Gentz, Govt. Affairs Issues Mgr.
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Please see attached letter.

*The Clorox Company*



January 13, 2005

Michael Leason, Supervisor  
Plastic Recycling Technologies Section  
California Integrated Waste Management Board  
1001 I Street, P.O. Box 4025  
Sacramento, CA 95812

**Re: Revised Draft Dated December 17, 2004—Comprehensive Film Plastic Diversion and Management Action Plan and Plastic Trash Bag Program**

Dear Mr. Leason:

The purpose of this letter is to provide comments regarding the Integrated Waste Management Board's (IWMB) Revised Draft dated December 17, 2004 titled "Comprehensive Film Plastic Diversion and Management Action Plan and Plastic Trash Bag Program."

The Clorox Company, with headquarters in Oakland, California, is a major manufacturer and marketer of Glad® food storage and trash bags in addition to many other well-known brands of consumer household products. We have a long history of working cooperatively with the IWMB to aggressively locate an adequate quantity and quality supply of post consumer recycled (PCR) material for our Glad® trash bags as required under California's trash bag law.

Clorox has submitted several extensive communications to the IWMB dating back to September 2001 regarding our failed efforts to find an adequate supply of quality and quantity Linear Low Density Polyethylene (LLDPE) resin to meet the law's requirements for 10% PCR. We actively participated in many Waste Board meetings and workshops to convey our concerns regarding this law.

**We fail to understand why, after countless meetings to discuss and review the failings of California's trash bag law, that the IWMB is reluctant to recommend an outright repeal of the law. We would suggest instead that the state's resources be spent on more successful and beneficial solid waste programs.** It is our strong belief that recommendations included in the latest Revised Draft do not offer a viable solution to the problems currently faced by trash bag manufacturers. In fact, the recommendations would create a new state bureaucracy for the trash bag industry, including increasing burdensome administrative and technical challenges for our company with the threat of a mil fee for non-compliance.

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As stated in our previous communications to the IWMB, unlike other types of film plastics, **kitchen trash bags are designed to take trash from the house to the curb and to the landfill**. Our goal, as well as that of the Waste Board, is source reduction. Making bags thinner and stronger is a tremendous source reduction and conservation of our natural resources, and our company will continue to explore all viable options to making our bags thinner, stronger and or biodegradable whenever and wherever possible. However, the "voluntary" approach as it relates to trash bag manufacturers set forth in the Revised Draft via a Memorandum of Understanding (MOU) continues to restrict and remove our ability to make waste reduction decisions efficiently and cost effectively.

For example, the recent release of our new ForceFlex® trash bags was made possible not through government intervention or mandates, but through thorough scientific research and development practices and good business assessments and decisions. Glad's new ForceFlex® trash bag represents 4 percent less plastic, saving over a million pounds of resin annually. It is the first trash bag with an "active" film, in that it responds locally to being stressed. Also, even though we saved on material, the large ForceFlex® black bag ultimately holds a larger volume than the non-ForceFlex® bags.

That is why we have serious concerns about being tied to a government-negotiated MOU that will only limit our efforts in the area of innovation—the result of market forces that drives packaging costs down while continuing to reduce waste. Repealing the trash bag law will not stop The Clorox Company from what we have already been doing for decades—generally going above and beyond what the laws require whenever and wherever possible. Those principles apply to our manufacturing processes, products and packaging, and people.

We appreciate the opportunity to once again comment on this very critical public policy issue and urge the Board to recommend a repeal of the California trash bag law.

Sincerely,



Victoria Jones  
Director, Government Affairs

c: Ms. Rosario Marin, Chair  
Ms. Linda Moulton-Patterson  
Ms. Rosalie Mule'  
Mr. Michael Paparian  
Ms. Cheryl Peace  
Mr. Carl Washington  
Mr. Mark Leary  
Ms. Carol Mortensen  
Ms. Patty Wohl  
Ms. Laurie Nelson, Randlett/Nelson Associates  
Ms. Nancy Mack-Robles, Clorox Services Company